INTRODUCTION TO SURVEYTIME

User Manual

2015

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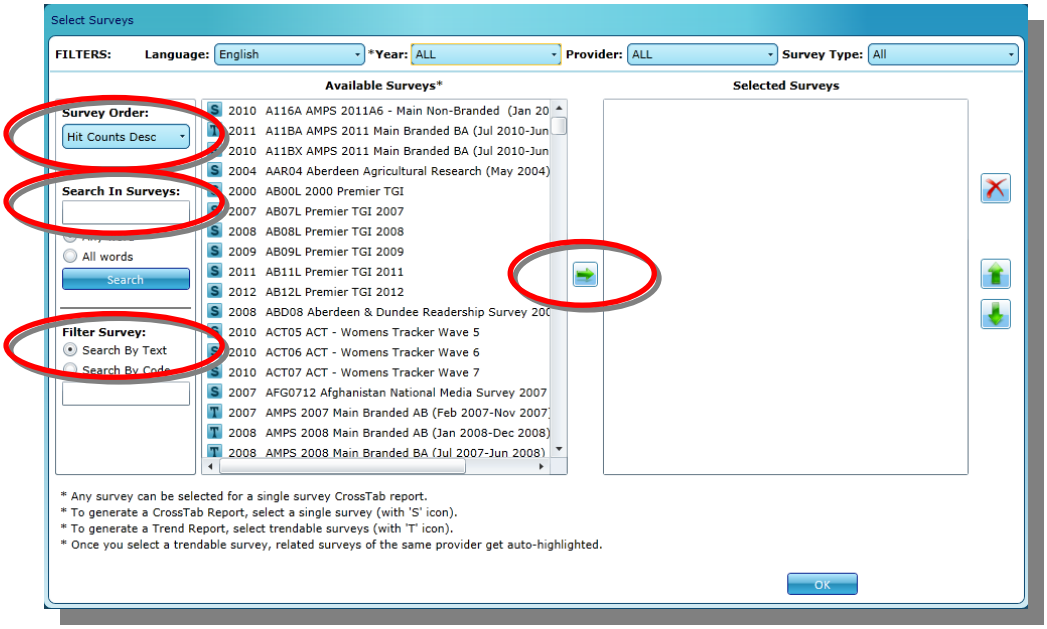
SELECTING SURVEYS FOR A CROSSTAB REPORT

Select **SurveyTime** from the applications list on your Telmar screen. Once SurveyTime has been launched you will see the '**Select Surveys**' screen below.


Select Surveys
FILTERS:
Language: English
*Year: ALL
Provider: ALL
Survey Type: All
Available Surveys*
Selected Surveys
Survey Order:
Hit Counts Desc
Search In Surveys:
All words
Search
Filter Survey:
Search By Text
Search By Code
2010 A116A AMPS 2011A6 - Main Non-Branded (Jan 20
2011 A11BA AMPS 2011 Main Branded BA (Jul 2010-Jun
2010 A11BX AMPS 2011 Main Branded BA (Jul 2010-Jun
2004 AAR04 Aberdeen Agricultural Research (May 2004)
2000 AB00L 2000 Premier TGI
2007 AB07L Premier TGI 2007
2008 AB08L Premier TGI 2008
2009 AB09L Premier TGI 2009
2011 AB11L Premier TGI 2011
2012 AB12L Premier TGI 2012
2008 ABD08 Aberdeen & Dundee Readership Survey 200
2010 ACT05 ACT - Womens Tracker Wave 5
2010 ACT06 ACT - Womens Tracker Wave 6
2010 ACT07 ACT - Womens Tracker Wave 7
2007 AFG0712 Afghanistan National Media Survey 2007
2007 AMPS 2007 Main Branded AB (Feb 2007-Nov 2007
2008 AMPS 2008 Main Branded AB (Jan 2008-Dec 2008)
2008 AMPS 2008 Main Branded BA (Jul 2007-Jun 2008)
* Any survey can be selected for a single survey CrossTab report.
* To generate a CrossTab Report, select a single survey (with 'S' icon).
* To generate a Trend Report, select trendable surveys (with 'T' icon).
* Once you select a trendable survey, related surveys of the same provider get auto-highlighted.
OK

Filter:
There are 4 levels of filtering at the top of the screen. You can filter by **Language, *Year, Provider** or **Survey Type**. Simply select the option you require. Your filters will automatically be applied to the **Available Surveys*** list.

Survey Order:
You can amend the order in which your surveys appear by clicking on the drop down menu and selecting one of the following: **By Name Asc/Desc**, **By Year Asc/Desc** or **Hit Counts Asc/Desc**. Hit counts indicate how many occurrences of your '**Search In Surveys**' results appear in each survey.

Search in Surveys:
This searching method is used to find occurrences of a word within a survey. For example, if you type in the brand 'Fanta', the number of occurrences will appear next to each survey in blue.

S 2006 TY06A Youth TGI 2006 (Autumn) (3)
S 2007 TY07A Youth TGI 2007 (Autumn) (3)
S 2007 TY07S Youth TGI 2007 (Spring) (3)

Filter Surveys:
This is used to search for the survey title or code.

To select a survey single-click it within the '**Available Surveys**' list and use the green arrow to move it into the '**Selected Surveys**' box.

- ***Trendable surveys are marked with the following symbol:*** T
- ***Non-Trendable surveys are marked with the following symbol:*** S

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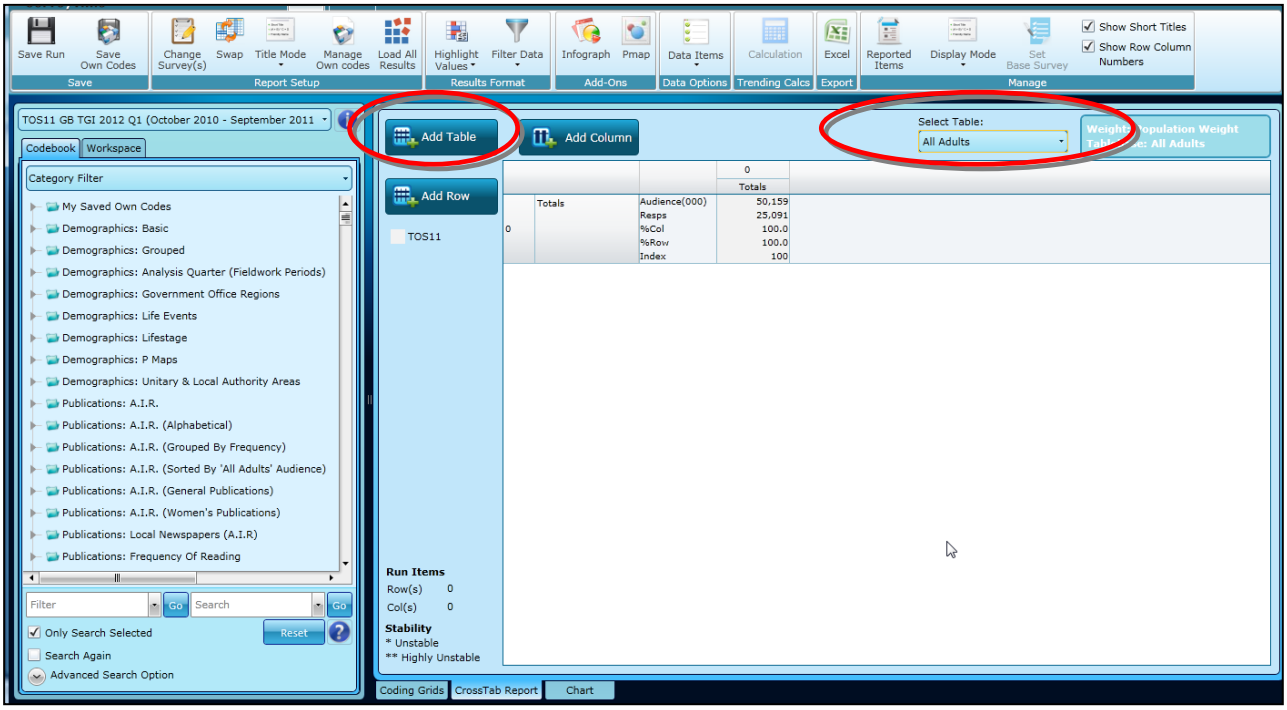
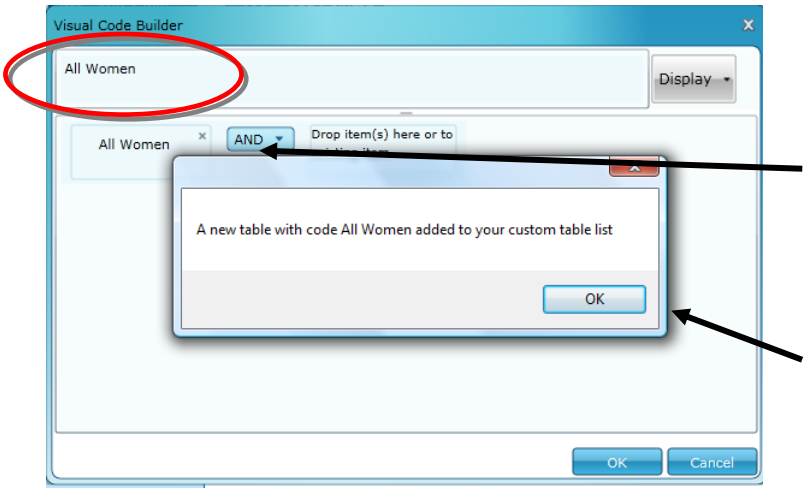
CREATING A CROSSTAB REPORT

For this example we have used ***GB TGI Q1 2012 (October 2010 – September 2011)*** to create a crosstab of All Respondents in the **Table**, Men 15-34 and Women 15-34 in the **Columns** and all national dailies in the **Rows**.



Create a New Table

Notice in the top right hand corner "**All Adults**" is selected by default, so we do not need to create a table in this instance. If you wish to create an alternative table click on the '**Add Table**' button.



The following window will appear. Select your targets from the code book on the left hand side of the screen then drag and drop into the blue drop zone.

For example open '**Demographics: Basic**' in your code book, select '**All Women**' and drag and drop it in the blue drop zone. Then click 'OK'.

Finally click 'OK' to the message window that confirms your table has been added to your custom table list.

To apply your new table click on the '**Select Table**' drop down menu on the main screen and click on the target of your choice.

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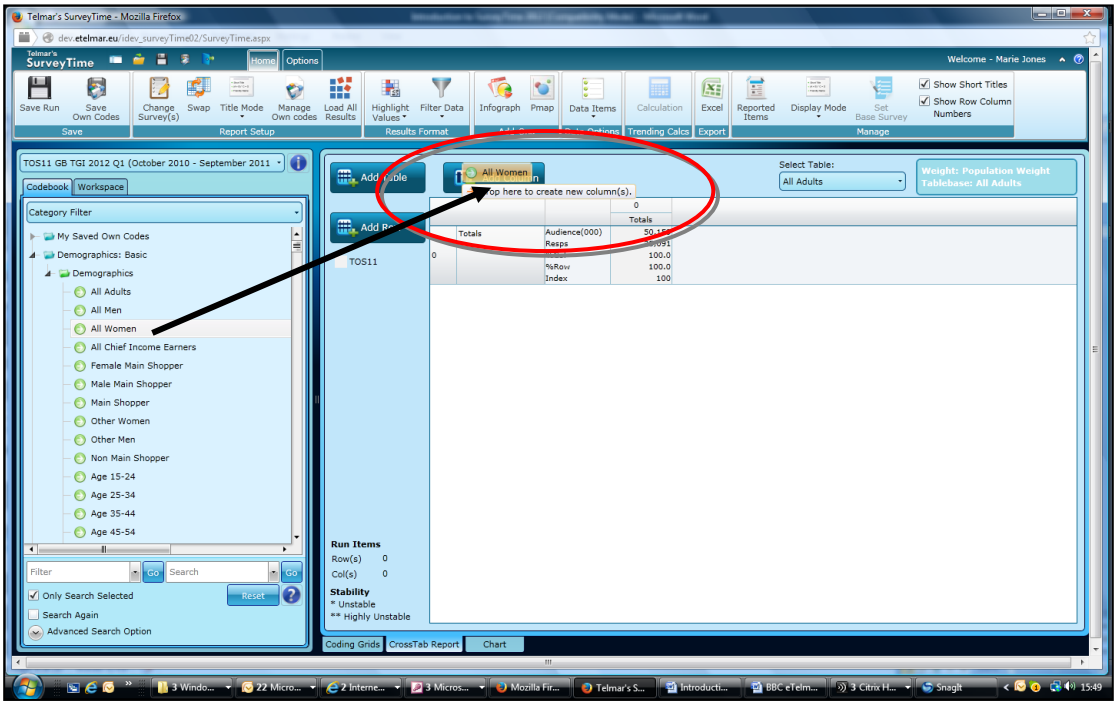
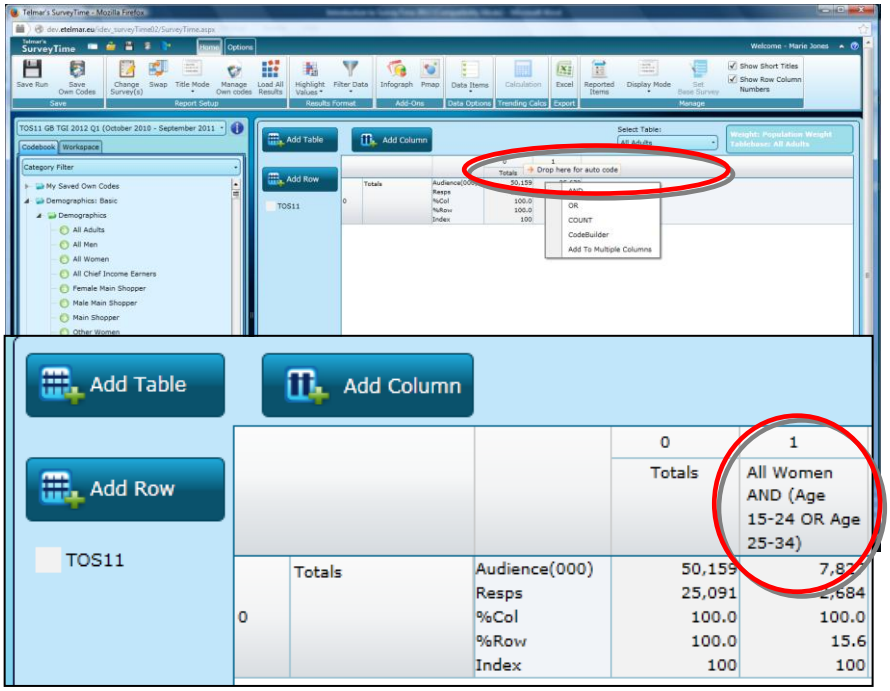
Auto Coding

To create the columns, double click on 'Demographics: Basic' located in the code book on the left hand side of the screen. Highlight **All Women** and drag and drop into the '**Add Column**' button.



Now highlight '**Age 15-24**' and '**Age 25-34**' using the control or shift key. Drag and drop the age groups into the '**All Women**' column. See below.



Hover your age group codes over the **All Women** column; the following message will appear '**Drop here for auto code**'. This is to indicate that once you have dropped your coding into the column, SurveyTime will use coding logic to automatically join your coding strings together.

Notice that your age group codes have been joined with an '**OR**' and brackets have been automatically applied. Also the ages have been linked to the All Women code with an '**AND**'.

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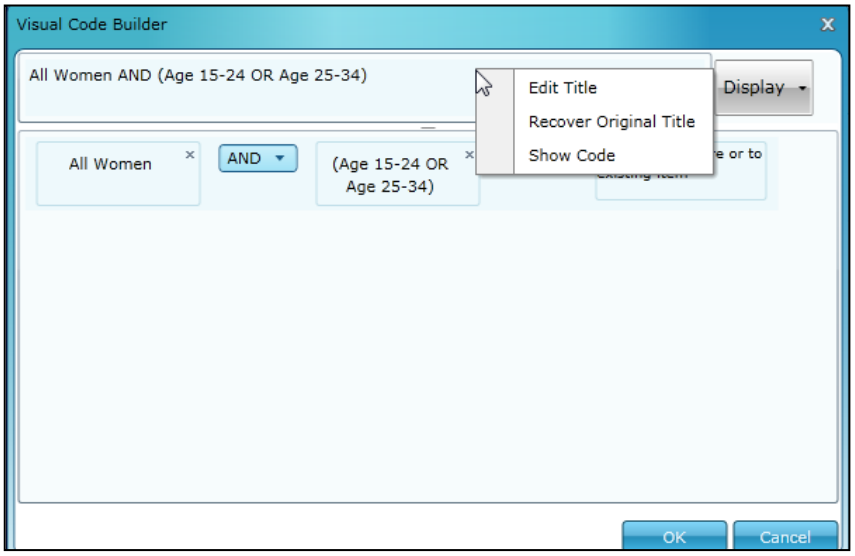
Edit Coding Titles

To change the titling of your coding, click within the column heading box. The window below will appear.

Right hand click on the title '**All Women AND (Age 15-24 OR Age 25-34)**' and click '**Edit Title**'

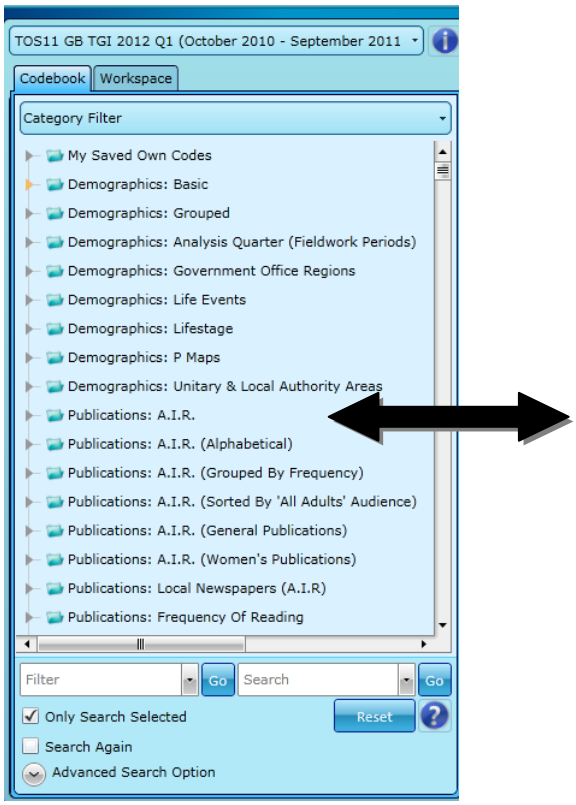


Now highlight the title and delete the text. Replace the text with your custom title, for example 'Women Aged 15-34'.

Once you have changed the title of your column click OK.

To create the second column of Men aged 15-34 repeat the same steps on page 6.

****TIP: You can customise the width of your code book by clicking on the navy bar that runs vertically down the right hand side of the code book and dragging it to your preferred size.****



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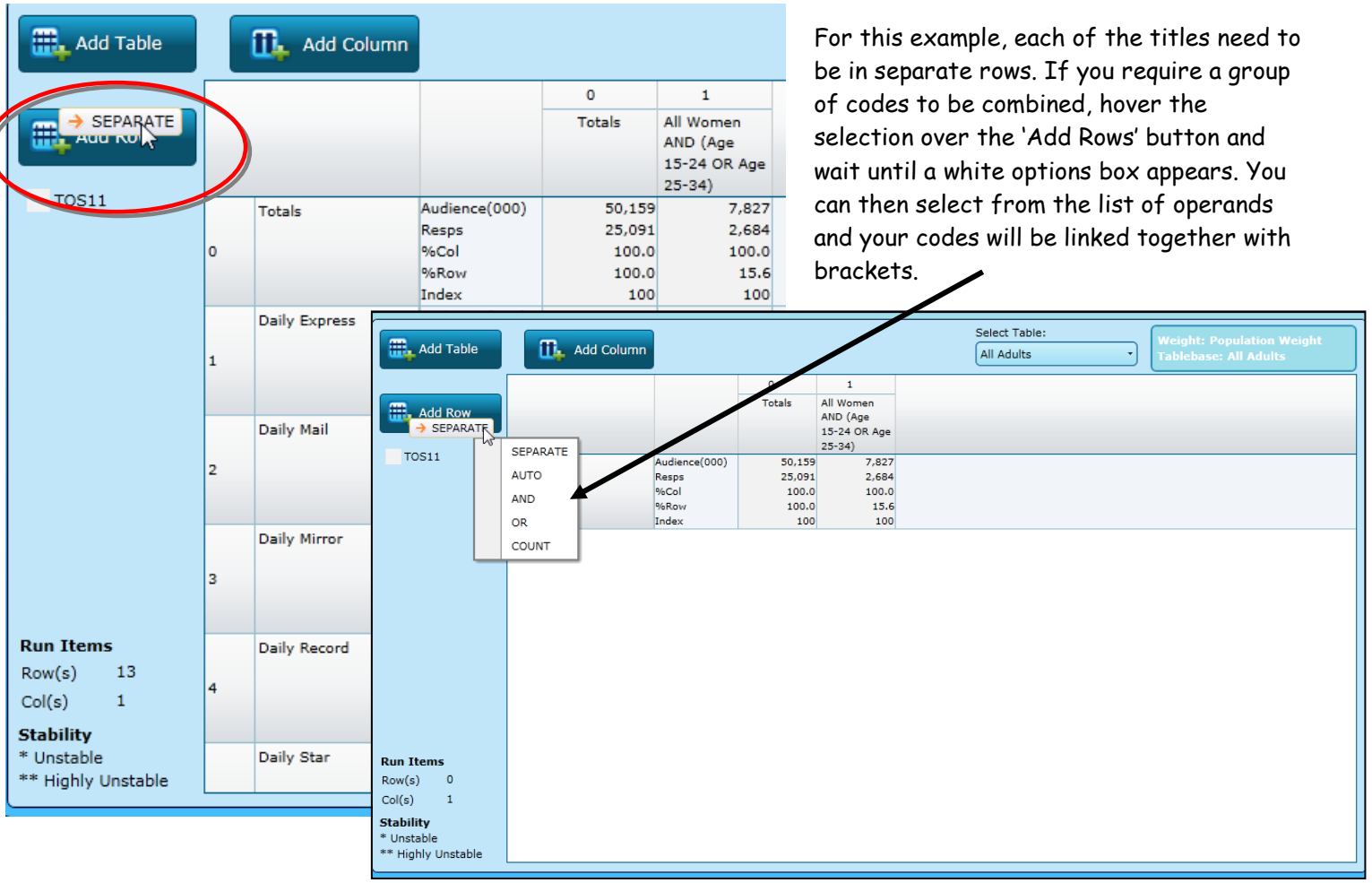
To create the rows, open the '**Publications A.I.R (Grouped By Frequency)**' branch in the code book and highlight '**National Dailies**'. Drag and drop this to the '**Add Row**' button.
When you drag and drop National Dailies to the Add Row button, a message will appear reading '**SEPARATE**', which makes you aware that each of the titles are going to be added to separate rows.



For this example, each of the titles need to be in separate rows. If you require a group of codes to be combined, hover the selection over the 'Add Rows' button and wait until a white options box appears. You can then select from the list of operands and your codes will be linked together with brackets.

The cross tab report will generate automatically in the centre of the screen.

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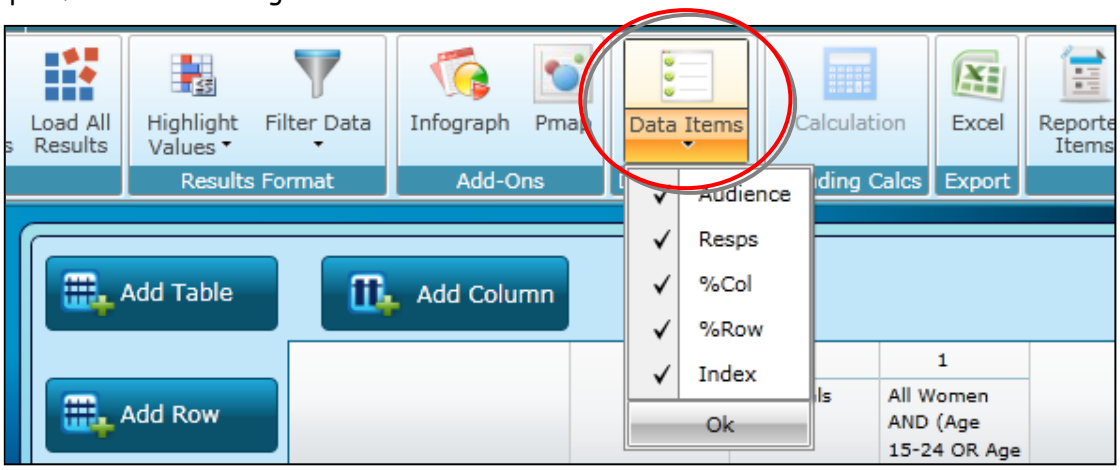
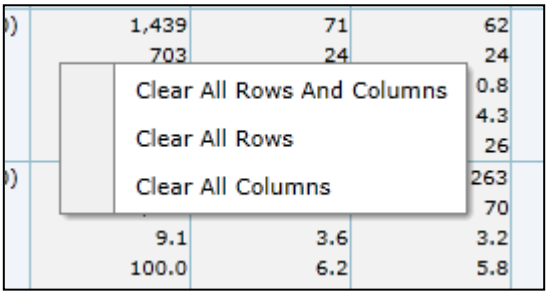
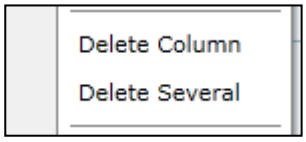
Customising Crosstab Report

You can customise which **Data Items** appear in your report by clicking on the data items drop down menu. Click on the data items that you don't want included in your crosstab report; these will then get un-ticked. Now click OK.

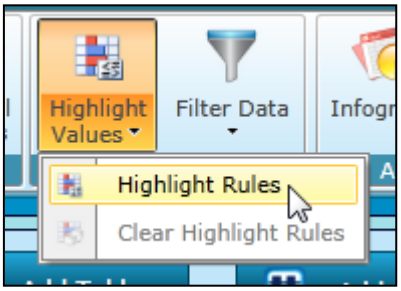


****TIP: To delete all rows/columns, right hand click on the coding grid and select your required option. To delete individual codes, right hand click on the individual row/column.**





A useful visual aid when analysing crosstab data, the **"Highlight Values"** button allows you to apply different colours to the crosstab cells based on your preferred parameters.



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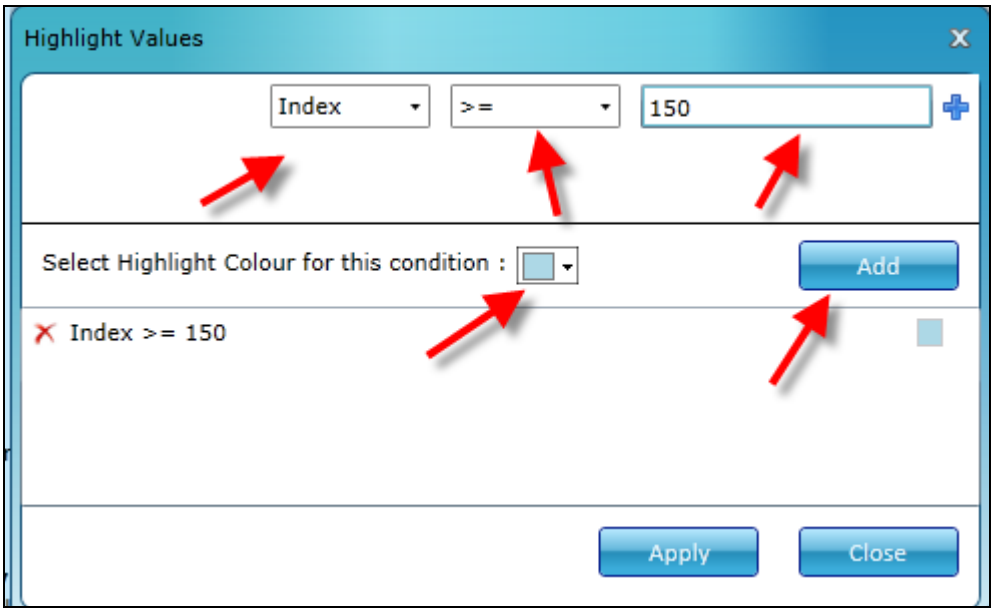
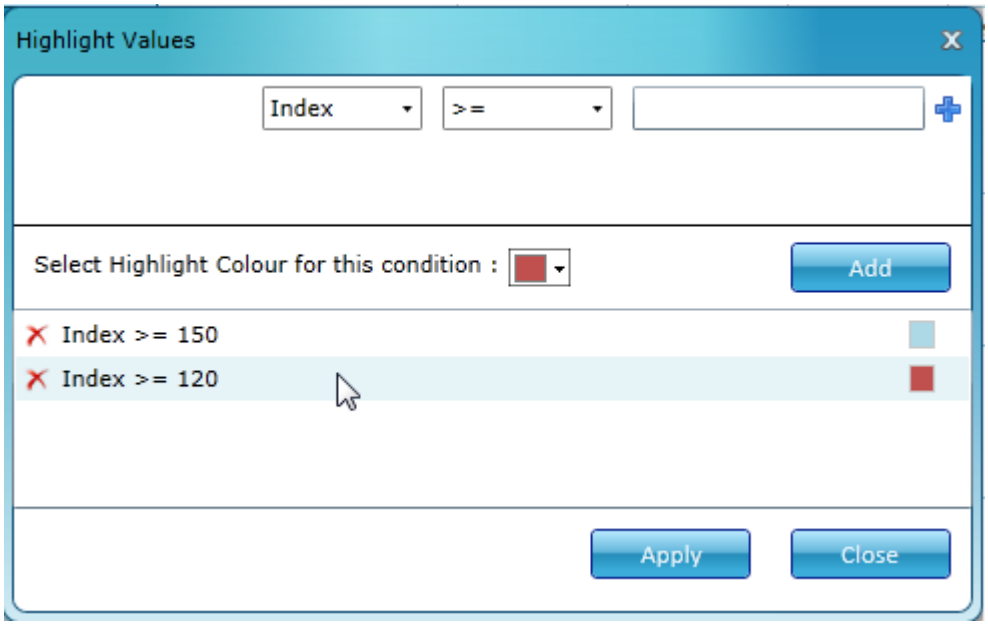
In this example, we wish to highlight any index above 120 in one colour and any index above 150 in a different colour. After clicking **"Highlight Values"** and then **"Highlight Rules"**, we first specify any index greater than 150, use the dropdown to specify which colour we'd like, and then click **"Add"**.



Next, we replace "**150**" with "**120**", choose a different colour, and click **Add** again.



After clicking "**Apply**", we can now see relevant indices highlighted in our specified colours.

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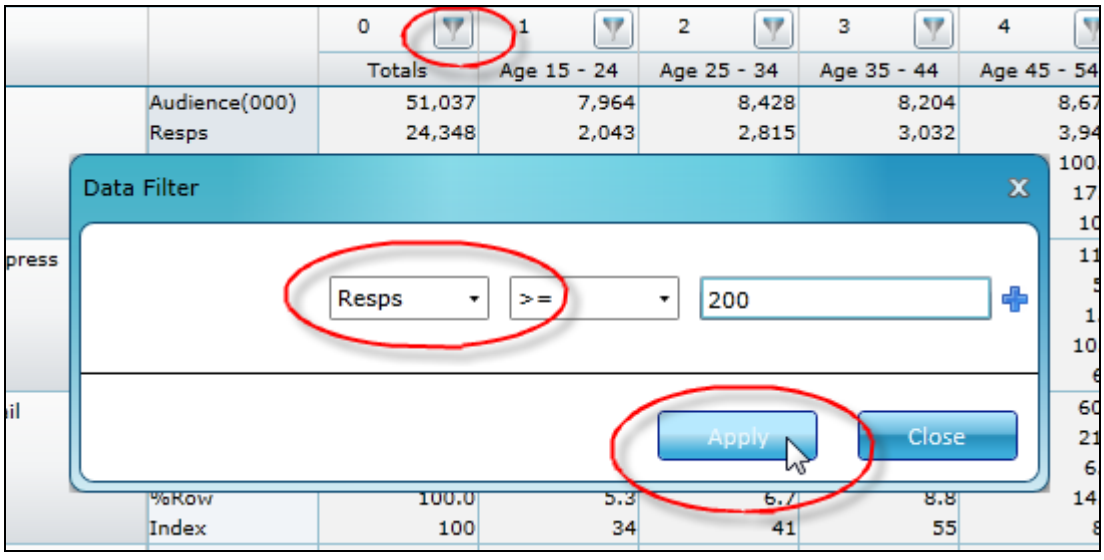
600	872	1,929
210	431	959
6.9	12.4	18.0
14.0	20.3	44.9
82	147	214
492	447	878
206	323	731
5.7	6.3	8.2
17.7	16.1	31.6
104	117	151
157	149	209
62	100	138
1.8	2.1	1.9
20.6	19.5	27.3
121	141	130
256	160	199
114	137	183
2.9	2.3	1.9
21.1	13.2	16.4
124	96	78

Next to the "**Highlight Values**" button is the "**Filter Data**" button. This works in the same fashion as Excel – allowing you to filter out data that doesn't satisfy particular parameters.

On the below data, I want to filter out any row where the sample size is less than 200 in the "**Totals**" column. Click "**Filter Data**" and then click on the filter icon at the top of the column. This then brings up a box where you enter your parameters. After you click the "**Apply**" button, rows that do not, in our case, contain at least 200 respondents in the Totals column are removed.



You can also apply further filters. For example, if you also wanted to exclude any row where the sample size for 15-24's is less than 50, you use the same procedure as outlined above. Columns where there are filters applied have a red filter icon.

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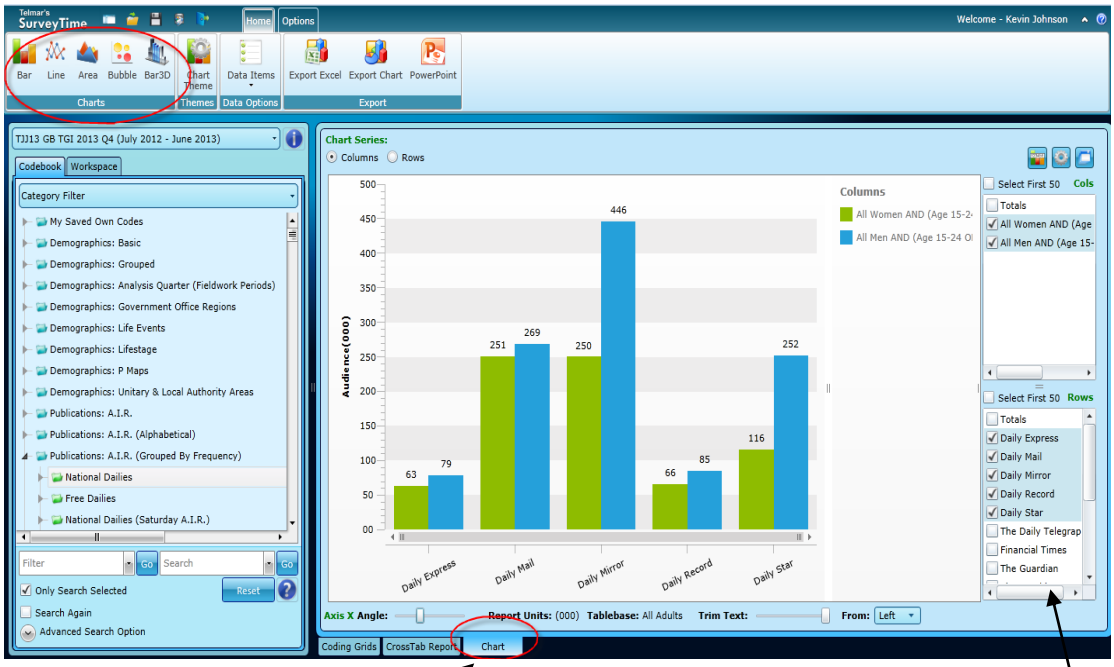
SINGLE-SURVEY CHART



Once you have created your crosstab report, click on the '**Chart**' tab at the bottom.

You can choose which **columns/rows** to include in the graph by selecting/deselecting them here.

The "Charts" ribbon in the upper left corner gives you a choice of 5 different chart types. Below is a Bubble chart of the data shown above.

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Between the chart area and the legend there is a **"slider"**, circled above, that allows you to adjust the width of the chart.

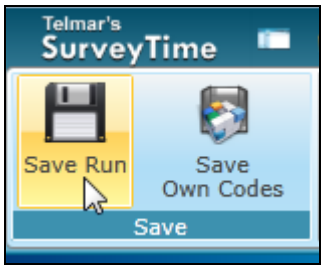
There are 3 different export options available in the Exports ribbon at the top of the screen.

"Export Excel" will export both the chart shown and the crosstab data into Excel.

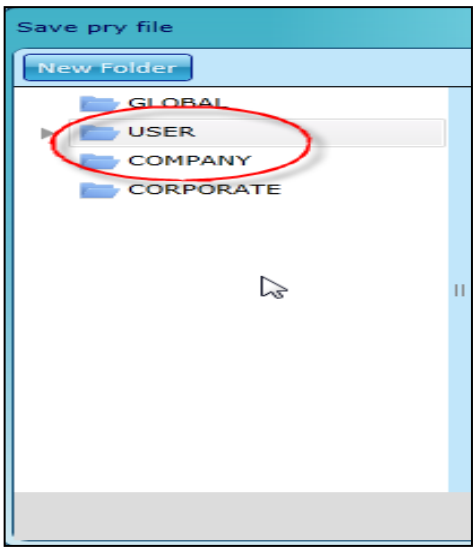
"Export Chart" will only export the chart into an Excel

"PowerPoint" will export your chart into PowerPoint as a fully-editable object.

In order to save your run, click on the "**Save Run**" icon in the top left corner



We recommend that you either save to your **"User"** folder or **"Company"** folder. The **"User"** folder is your personal folder, specific to your login, so only you have access to these files. If you wish to make your run available to all of your colleagues then save into the **"Company"** folder. Note that these folders are located on eTelmar servers. Saved SurveyTime runs have a **".pry"** file extension.



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CREATING A TREND REPORT

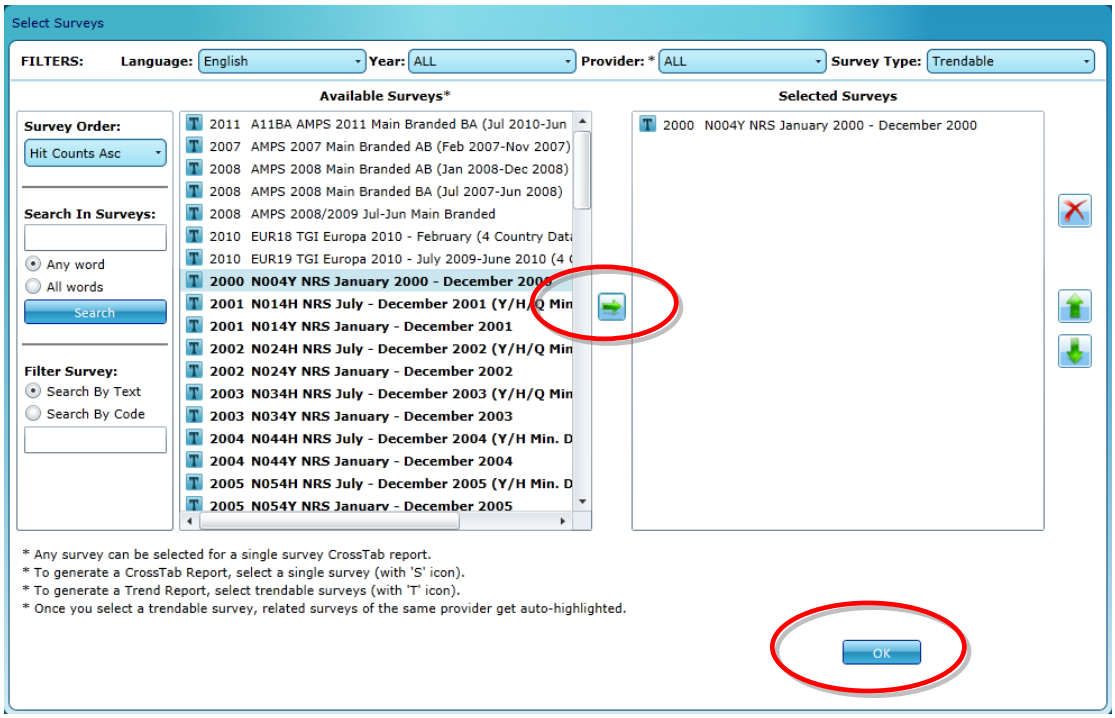
If you wish to create a trend analysis, select ALL for the ***Year** and **Trendable** for the Survey Type filters.

Please take note of the text at the bottom of the Select Survey screen.

* Any survey can be selected for a single survey CrossTab report.
* To generate a CrossTab Report, select a single survey (with 'S' icon).
* To generate a Trend Report, select trendable surveys (with 'T' icon).
* Once you select a trendable survey, related surveys of the same provider get auto-highlighted.

To select multiple surveys for trending, use the control or shift key to highlight your selection and then click on the green arrow. Your surveys will then appear in the **Selected Surveys** list.

Once you have selected one trendable survey, related surveys of the same provider get auto-highlighted. This makes it easier to know which surveys to select. See below.


Select Surveys
FILTERS:
Language: English
Year: ALL
Provider: * ALL
Survey Type: Trendable
Available Surveys*
Selected Surveys
Survey Order:
Hit Counts Asc
Search In Surveys:
Any word
All words
Search
Filter Survey:
Search By Text
Search By Code
2011 A11BA AMPS 2011 Main Branded BA (Jul 2010-Jun
2007 AMPS 2007 Main Branded AB (Feb 2007-Nov 2007)
2008 AMPS 2008 Main Branded AB (Jan 2008-Dec 2008)
2008 AMPS 2008 Main Branded BA (Jul 2007-Jun 2008)
2008 AMPS 2008/2009 Jul-Jun Main Branded
2010 EUR18 TGI Europa 2010 - February (4 Country Dat
2010 EUR19 TGI Europa 2010 - July 2009-June 2010 (4
2000 N004Y NRS January 2000 - December 2000
2001 N014H NRS July - December 2001 (Y/H/Q Min
2001 N014Y NRS January - December 2001
2002 N024H NRS July - December 2002 (Y/H/Q Min
2002 N024Y NRS January - December 2002
2003 N034H NRS July - December 2003 (Y/H/Q Min
2003 N034Y NRS January - December 2003
2004 N044H NRS July - December 2004 (Y/H Min. D
2004 N044Y NRS January - December 2004
2005 N054H NRS July - December 2005 (Y/H Min. D
2005 N054Y NRS January - December 2005
2000 N004Y NRS January 2000 - December 2000
* Any survey can be selected for a single survey CrossTab report.
* To generate a CrossTab Report, select a single survey (with 'S' icon).
* To generate a Trend Report, select trendable surveys (with 'T' icon).
* Once you select a trendable survey, related surveys of the same provider get auto-highlighted.
OK

Once you are happy with your selection click OK.

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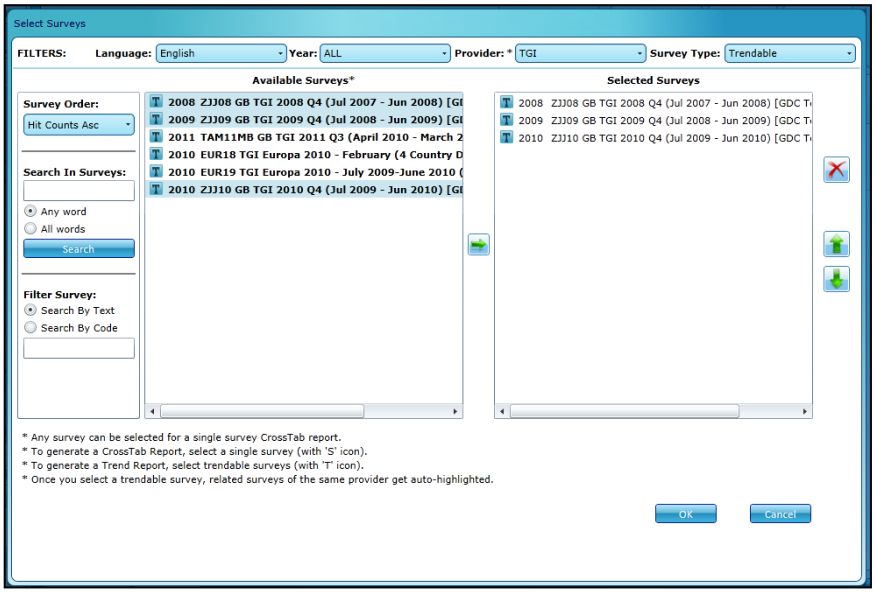
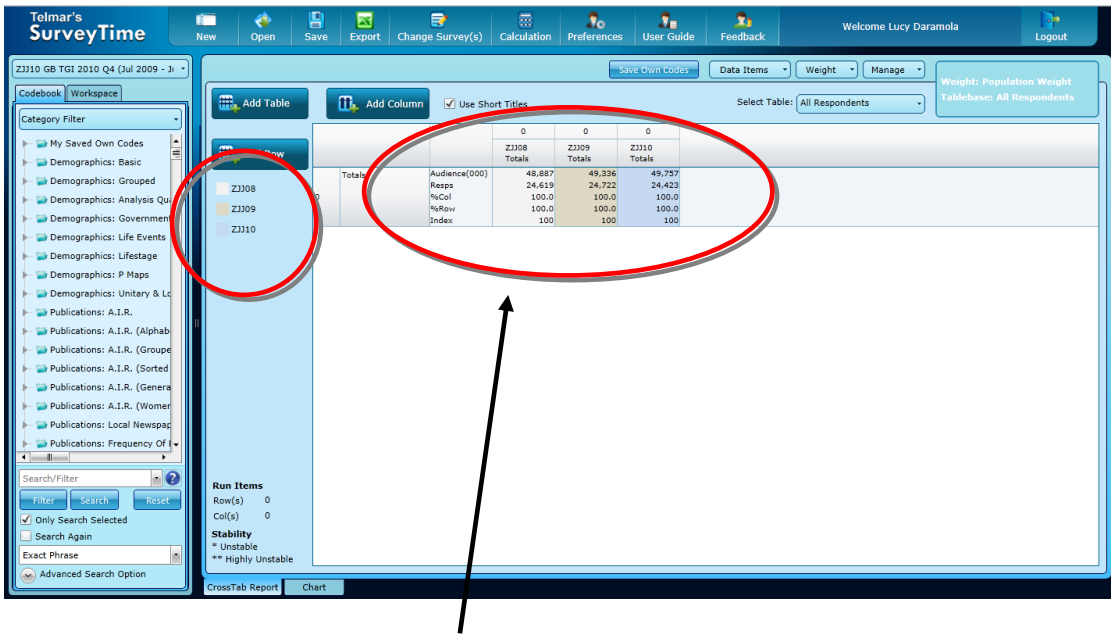
For this example we have used ***GB TGI Q4 2008 - GB TGI Q4 2010*** to create a trend report of All Respondents in the **Table**, Women 15-34 in the **Column** and all of the national dailies in the **Rows** across 3 years worth of data.

To begin with select the three TGI trendable surveys marked with a 'T' and click 'OK'.


Select Surveys
FILTERS:
Language: English
Year: ALL
Provider: * TGI
Survey Type: Trendable
Available Surveys*
Selected Surveys
Survey Order:
Hit Counts Asc
Search In Surveys:
Any word
All words
Search
Filter Survey:
Search By Text
Search By Code
T 2008 ZJJ08 GB TGI 2008 Q4 (Jul 2007 - Jun 2008) [GI
T 2009 ZJJ09 GB TGI 2009 Q4 (Jul 2008 - Jun 2009) [GI
T 2011 TAM11MB GB TGI 2011 Q3 (April 2010 - March 2
T 2010 EUR18 TGI Europa 2010 - February (4 Country D
T 2010 EUR19 TGI Europa 2010 - July 2009-June 2010 (
T 2010 ZJJ10 GB TGI 2010 Q4 (Jul 2009 - Jun 2010) [GI
T 2008 ZJJ08 GB TGI 2008 Q4 (Jul 2007 - Jun 2008) [GDC T
T 2009 ZJJ09 GB TGI 2009 Q4 (Jul 2008 - Jun 2009) [GDC T
T 2010 ZJJ10 GB TGI 2010 Q4 (Jul 2009 - Jun 2010) [GDC T
* Any survey can be selected for a single survey CrossTab report.
* To generate a CrossTab Report, select a single survey (with 'S' icon).
* To generate a Trend Report, select trendable surveys (with 'T' icon).
* Once you select a trendable survey, related surveys of the same provider get auto-highlighted.
OK
Cancel

The screen below will appear



You will notice that the crosstab report now shows total figures for each TGI survey. Each survey is shaded in a different colour with the key on the left hand side.

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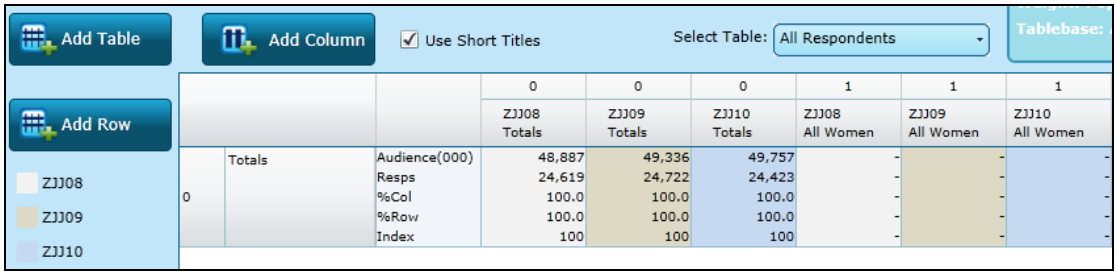
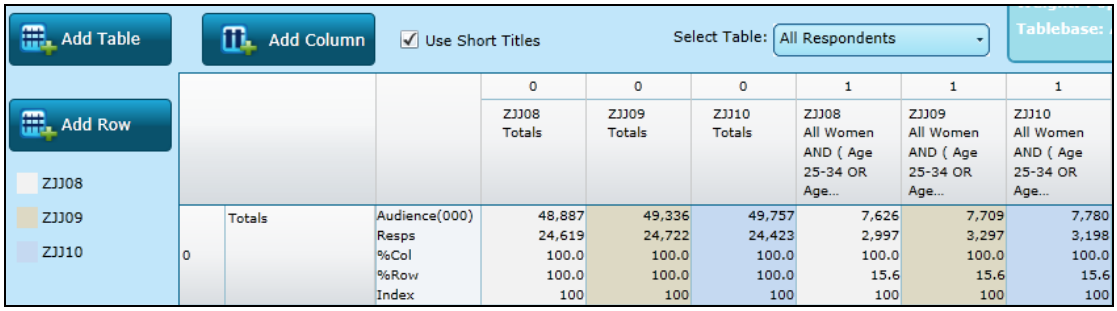
To create the columns, double click on 'Demographics: Basic' located in the code book on the left hand side of the screen. Highlight **All Women** and drag and drop into the '**Add Column**' button.

This will copy the '**All Women**' code to all three surveys, see below.



			0 ZJJ08 Totals	0 ZJJ09 Totals	0 ZJJ10 Totals	1 ZJJ08 All Women	1 ZJJ09 All Women	1 ZJJ10 All Women
0	Totals	Audience(000)	48,887	49,336	49,757	-	-	-
		Resps	24,619	24,722	24,423	-	-	-
		%Col	100.0	100.0	100.0	-	-	-
		%Row	100.0	100.0	100.0	-	-	-
		Index	100	100	100	-	-	-

Now highlight '**Age 15-24**' and '**Age 25-34**' using the control or shift key. Drag and drop the age groups into ANY of the '**All Women**' columns, the coding will automatically be duplicated to each survey. See below.



			0 ZJJ08 Totals	0 ZJJ09 Totals	0 ZJJ10 Totals	1 ZJJ08 All Women AND (Age 25-34 OR Age...	1 ZJJ09 All Women AND (Age 25-34 OR Age...	1 ZJJ10 All Women AND (Age 25-34 OR Age...
0	Totals	Audience(000)	48,887	49,336	49,757	7,626	7,709	7,780
		Resps	24,619	24,722	24,423	2,997	3,297	3,198
		%Col	100.0	100.0	100.0	100.0	100.0	100.0
		%Row	100.0	100.0	100.0	15.6	15.6	15.6
		Index	100	100	100	100	100	100

To create the rows, open the '**Publications A.I.R (Grouped By Frequency)**' branch in the code book and highlight '**National Dailies**'. Drag and drop this to the '**Add Row**' button.
When you drag and drop National Dailies to the Add Row button, a message will appear reading '**SEPARATE**', which makes you aware that each of the titles are going to be added to separate rows.

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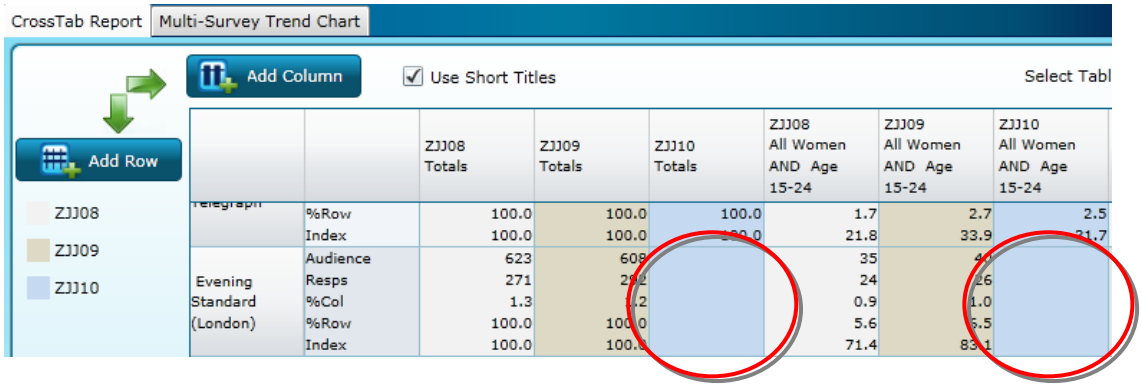
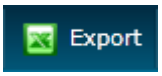
If a publication or question was not asked in one of the surveys, the cell in the crosstab will appear blank. For example '**Evening Standard (London)**' does not appear in the TGI Q4 2010 data, therefore the cell is blank. See below.



Exporting to Excel

You can export this crosstab to excel by clicking on 

located at the top centre of the screen.

	A	B	C	D	E	F	G	H
1	**Survey(s)**		:	**ZJJ08 GB TGI 2008 Q4 (Jul 2007 - Jun 2008) [GDC Test from PRI],ZJJ09 GB TGI 2009 Q4 (Jul 200**				
2	**ReportType**		:	**CrossTab**				
3	**Sort Column**		:	**None**				
4	**Sort Order**		:	**None**				
5	**Base Population**		:	**Totals**				
6								
7			**ZJJ08 Totals**	**ZJJ09 Totals**	**ZJJ10 Totals**	**ZJJ08 All Women AND Age 15-24**	**ZJJ09 All Women AND Age 15-24**	**ZJJ10 All Women AND Age 15-24**
8	Totals	Audience(000)	48,887	49,336	49,757	3,826	3,862	3,872
9		Respondents	24619	24722	24423	1131	1251	1365
10		%Column	100	100	100	100	100	100
11		%Row	100	100	100	7.8	7.8	7.8
12		Index	100	100	100	100	100	100
13	Daily Express	Audience(000)	1,598	1,624	1,463	35	33	40
14		Respondents	966	808	711	16	18	13
15		%Column	3.3	3.3	2.9	0.9	0.9	1
16		%Row	100	100	100	2.2	2	2.7
17		Index	100	100	100	27.8	25.9	35.1

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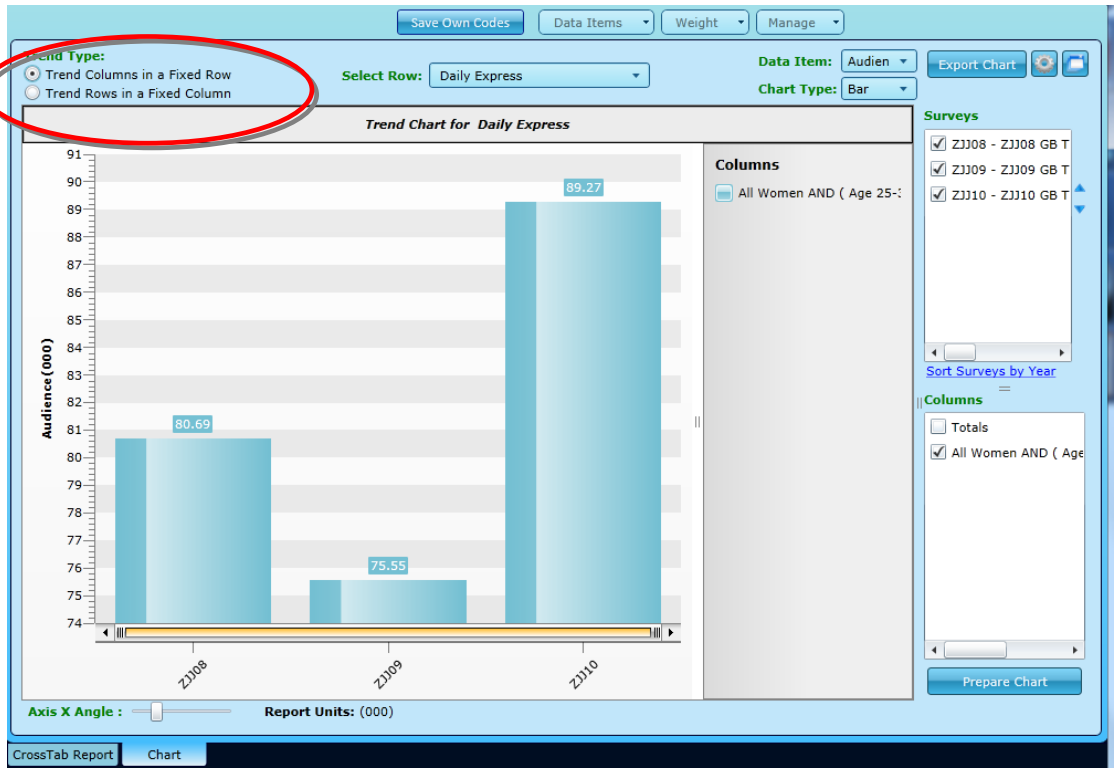
MULTI-SURVEY TREND CHART

Once you have created your trend report, click on the '**Multi-Survey Trend Chart**' tab.



Trend Type:

- To view one publication at a time across 3 years, select '**Trend Columns in a Fixed Row**'
- To view all publications in one chart against a fixed column (Women aged 15-34), select '**Trend Rows in a Fixed Column**'

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HOW TO CODE

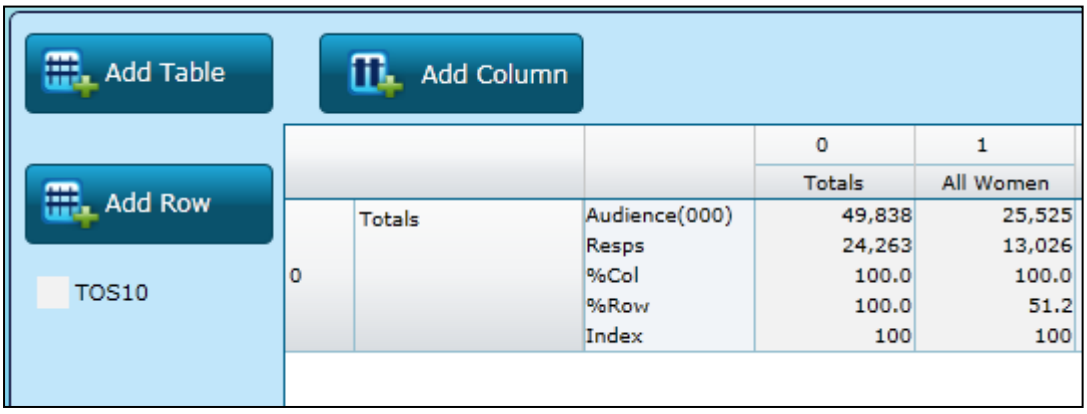
Auto Coding

For this example we are going to code ***All Women Aged 25+ Social Grade ABC1***

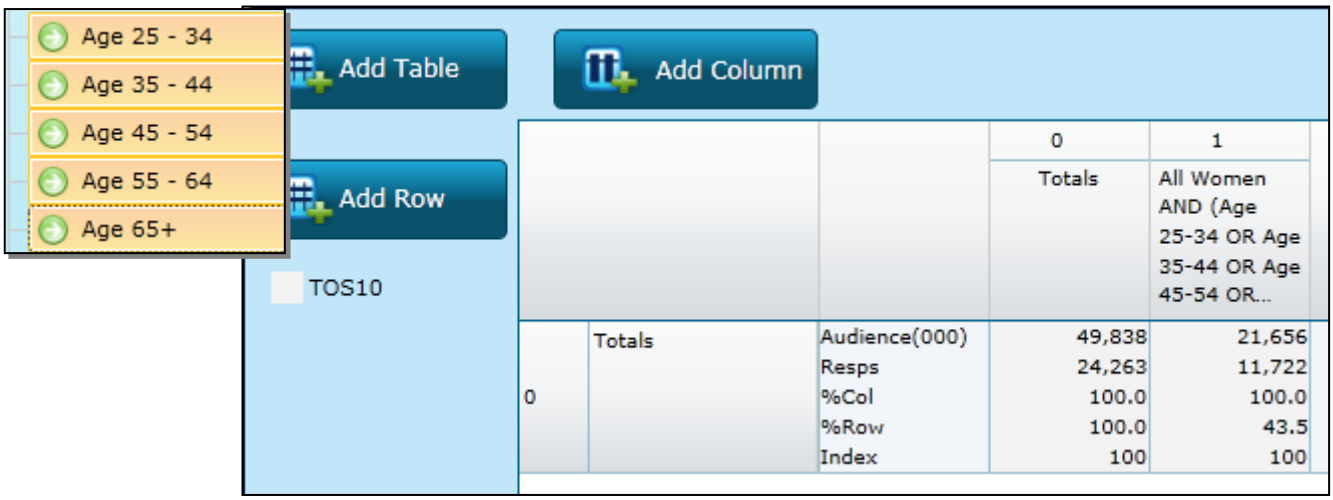
Using the auto coding method; you will not be required to manually select any operands, for example 'AND', 'OR' or 'SUM', and brackets will be automatically inserted for you.

See below

Step 1
Select All Women and then drag and drop to the 'Add Columns' button.



Step 2
Select the following age groups using the control or shift key and drag and drop to the 'All Women' column. A message will appear saying **'Drop here for auto code'**



Notice that your age groups have been linked together with the 'OR' operand and brackets have been inserted for you.

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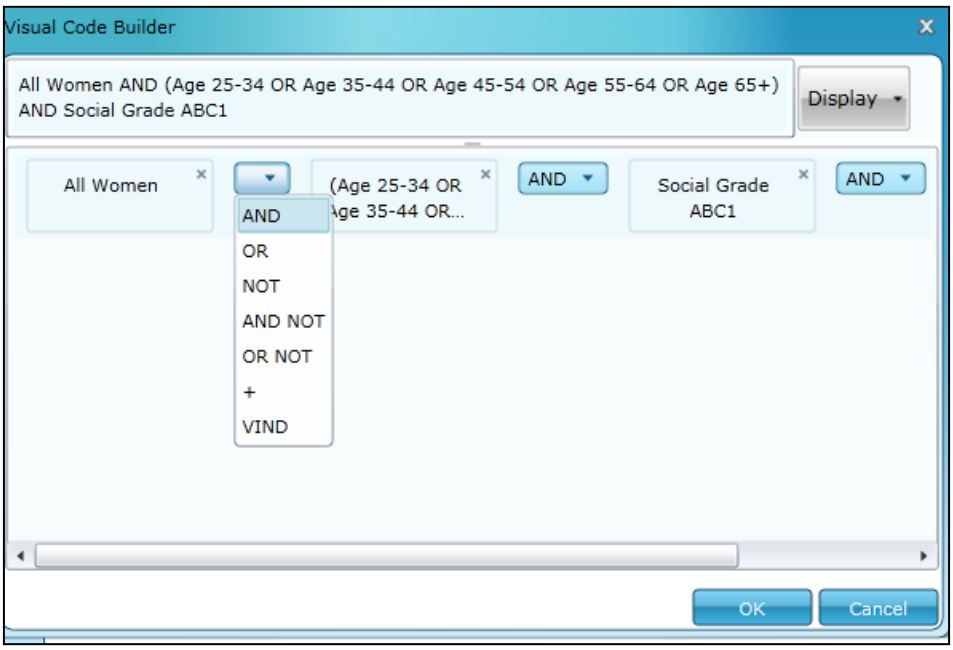
Step 3
Select Social Grade ABC1 and drag and drop to the 'All Women' column. A message will appear saying **'Drop here for auto code'**. To visually see how the code is built, click on the code title. The window below will appear.



The **Visual Code Builder** enables you to edit the code manually. You can change the linking operands by clicking on the drop down menus between each code.

You can also edit the title in this window. Right hand click on the coding title and then click 'Edit title'. Now highlight the title, delete the text and replace with a new title.

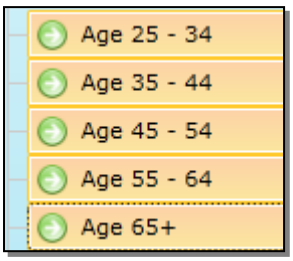
You can recover your original title at any time by clicking on

Click 'OK' to save any changes made.

Separate Coding

For this example we are going to select multiple age groups and input them in **separate columns / rows**

Step 1
Select the following age groups using the control or shift key and drag and drop to the 'Add Column' button.



Step 2
Your age groups will automatically be inserted into separate columns.

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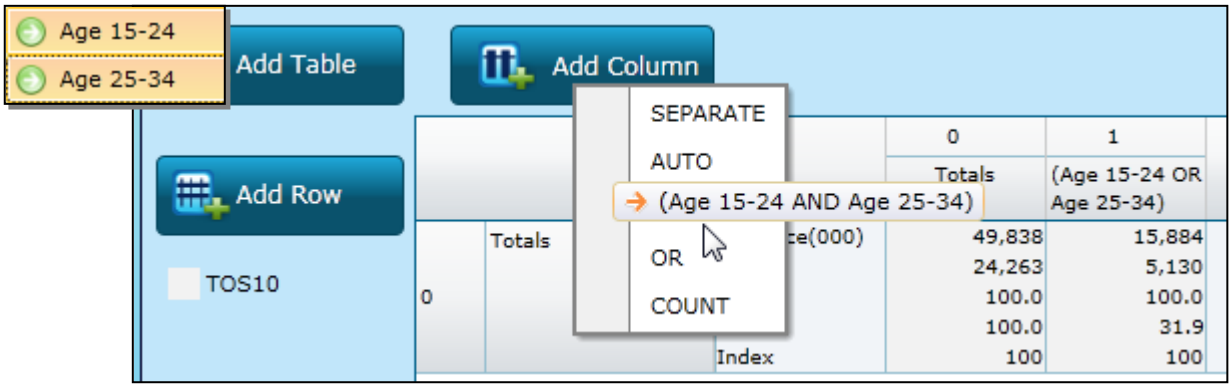
Basic AND/OR Coding

To group multiple codes with and **AND/OR** follow the steps below.

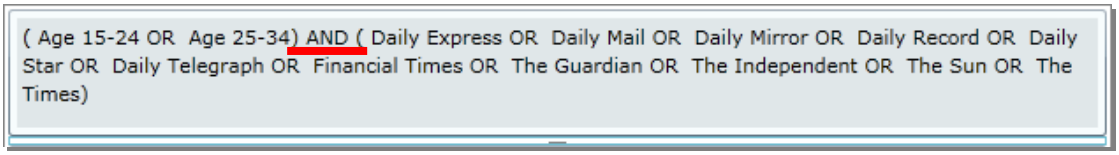
For this example we are going to code **people aged 15-34 who read any National daily newspaper**

Step 1
Select the following age groups using the control or shift key and drag and hover over the 'Add Column' button. Wait for a white box to appear and select '**OR**'.



Step 2
Notice that your two age groups have been combined with an **'OR'** with brackets. Now open the '**Publications A.I.R (Grouped By Frequency)**' branch in the code book and highlight '**National Dailies**'. Drag and drop 'National Dailies' into the column labelled '(Age 15-24 OR Age 25-34)'

Step 3
Notice that the National Dailies are automatically joined to the first part of the code using an 'AND' with brackets.


(Age 15-24 OR Age 25-34) AND (Daily Express OR Daily Mail OR Daily Mirror OR Daily Record OR Daily Star OR Daily Telegraph OR Financial Times OR The Guardian OR The Independent OR The Sun OR The Times)

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Count Codes

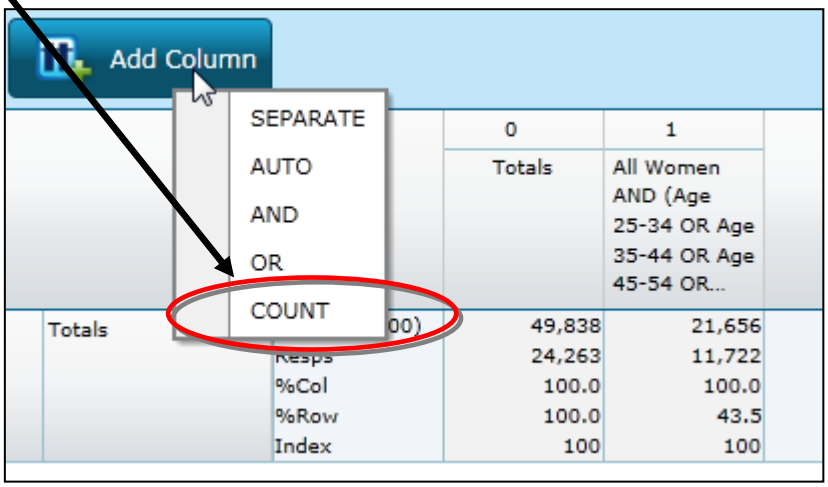
For this example we are going to code ***people who definitely agree/tend to agree with 3 or more of the 5 selected lifestyle statements***

Step 1
Select 5 lifestyle statements using the control or shift key. I have selected the following 5 lifestyle statements

DA/TA I Am Very Good At Managing Money
DA/TA I Spend Money More Carefully Than I Used To
DA/TA I Look For Profitable Ways To Invest My Money
DA/TA Hosting The Olympics Is A Good Use Of Taxpayers' Money
DA/TA I Trust Banks/Building Societies To Look After My Money

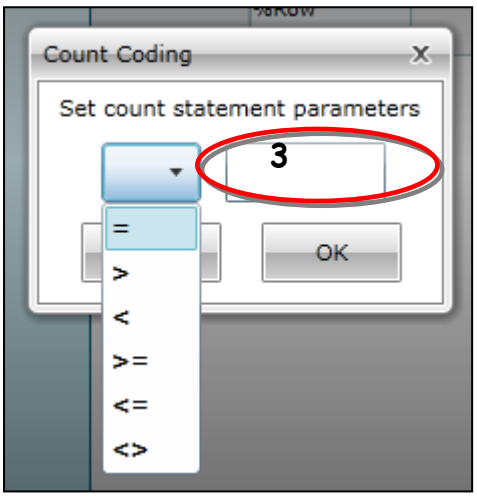
Step 2
Drag and hover the 5 lifestyle statements over the 'Add Column' button, and wait for a white box to appear.

Select '**COUNT**'



Step 3

The '**Count Code**' box will appear. Select **>=** in the drop down menu and type in **3** in the box provided. Finally click '**OK**'.



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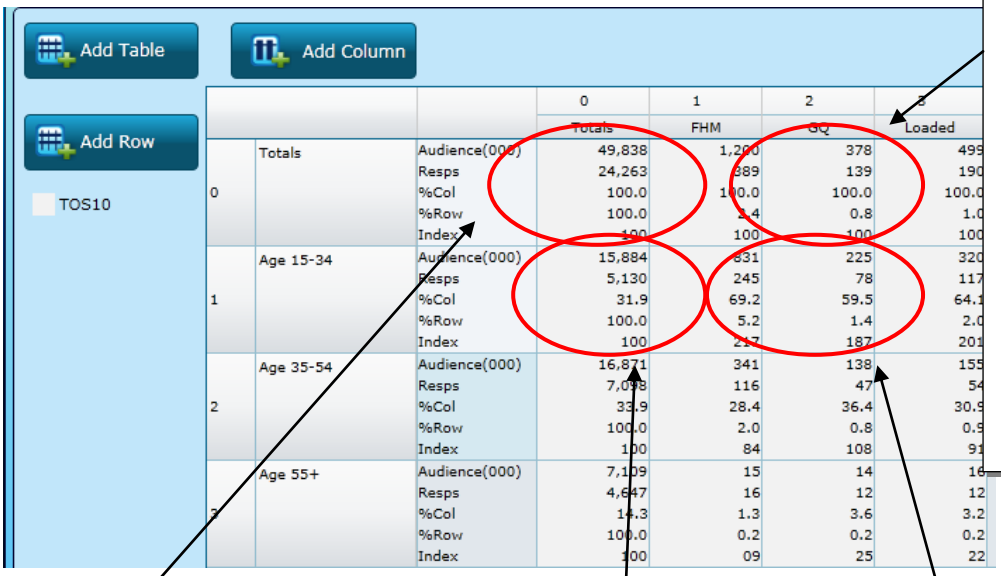
HOW TO READ A CROSSTAB REPORT



			0 Totals	1 FHM	2 GQ	3 Loaded
0	Totals	Audience(000)	49,838	1,200	378	499
		Resps	24,263	389	139	190
		%Col	100.0	100.0	100.0	100.0
		%Row	100.0	1.4	0.8	1.0
		Index	100	100	100	100
1	Age 15-34	Audience(000)	15,884	831	225	320
		Resps	5,130	245	78	117
		%Col	31.9	69.2	59.5	64.1
		%Row	100.0	5.2	1.4	2.0
		Index	100	217	187	201
2	Age 35-54	Audience(000)	16,871	341	138	155
		Resps	7,098	116	47	54
		%Col	33.9	28.4	36.4	30.9
		%Row	100.0	2.0	0.8	0.9
		Index	100	84	108	91
3	Age 55+	Audience(000)	7,109	15	14	16
		Resps	4,647	16	12	12
		%Col	14.3	1.3	3.6	3.2
		%Row	100.0	0.2	0.2	0.2
		Index	100	09	25	22

GQ

Audience:

Has a total readership of 378,000.

Resps:

139 Adults who were interviewed for the survey claimed readership of GQ.

% Row:

The percentage of All Adults claiming readership of GQ. Therefore, of All Adults in Great Britain, 0.8% of them read GQ. (i.e. Read Across, then Up)

Calculation

Total Readership for GQ ÷ Total Population of All Adults x 100

378 ÷ 49,838 x 100= 0.8%

Totals

Audience:

Total Population of Adults Aged 15+ in Great Britain= 49,838,000.

Resps:

24,263 Adults Aged 15+ were interviewed for the survey.

Totals

Audience:

Total population of Adults Aged 15-34 in Great Britain = 15,884,000.

Resps:

5,130 Adults Aged 15-34 were interviewed for the survey.

% Col:

The percentage of All Adults Aged 15-34 in Great Britain, Therefore, of All Adults, 31.9% are Aged 15-34. (i.e. Read Up, then Across)
Calculation
Population of 15-34 Yr Olds ÷ Population of Adults x 100
15,884 ÷ 49,838 x 100 = 31.9%

Index Calculation

GQ 15-34 Yr Old % Col ÷ Total 15-34 Yr Old % Col x 100

59.5 ÷ 31.9 x 100 = 186.6%

GQ

Audience:

There are 225,000 15-34 year old GQ readers in Great Britain.

Resps:

78 Adults Aged 15-34 who were interviewed for the survey claimed readership of GQ.

% Col:

59.5% of GQ's readers are Aged 15-34.

Calculation

GQ 15-34 Yr Old Readership ÷ GQ Adult Readership x 100

225 ÷ 378 x 100 = 59.5%

% Row:

1.4% of 15-34 year olds read GQ.

Calculation

GQ 15-34 Yr Old Readership ÷ 15-34 Yr Old Population x 100

225 ÷ 15,884 x 100 = 1.4%

Index

Based on All Adults (100), Above 100 = More likely, Below 100 = Less Likely.

Therefore GQ readers are 86.6% more likely than the average Adult to be Aged 15-34.

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